

# Strategic Roadmap FY2021 to FY2023 Project List



## Grow the Economy

✦ = Racial Equity Focus Project ✦ = Needs Funding ⊙ = Statutory Requirement ✓ = Completed → = Continuous **Bold (X)** = Y3 Work Plan

Projects		Y1	Y2	Y3	Y3+	Lead	Support
<b>Strengthen marketing to support Hayward businesses</b>							
E1	Update and implement a marketing plan, including an Opportunity Zone campaign						
E1a	Update the marketing plan	✓				ED	CMR
E1b	Implement the marketing plan		✓	→	→	ED	CMR
<b>Invest in programs that support Hayward business and workers</b>							
E2	Continue supporting business development through concierge service, incentives/grants/loans, collaborations with the chamber and SBA, and the newly updated events grants						
E3	Update and implement a revised cannabis ordinance to incorporate best practices to better support cannabis businesses	✓	→	→	→	DS	
E4	Develop and implement a local minimum wage ordinance	✓				ED	
E5	Revise alcohol use regulations to support existing and encourage more full-service restaurants			X		DS	
E6	<b>COVID-19 Pandemic Response</b>						
E6a	COVID-19 Business Sector Reopening Assistance including providing consultations with businesses, information dissemination and new permit requirements to be consistent with evolving health orders	✓	→			ED	
E6b	COVID-19 Restaurant Assistance including facilitating outdoor dining programs including the Together for Downtown Hayward program	✓	→			DS, ED	CMR
E6c	COVID-19 Policy Development including a commercial eviction moratorium and cap on third-party delivery service provider fees assessed to restaurant and food establishments	✓				ED	CA
E6d	Sidewalk Vendor Ordinance			X		DS	
E7	<b>COVID-19 Pandemic Recovery Business Assistance</b>						
E7a	COVID-19 Small Business Recovery & Equity Programs including exploration and establishment of grant program targeted to for black and other minority-owned business. ✦	✓	→			ED	
E7b	COVID-19 Retail Recovery Program including exploration and development of "Shop Local Gift Card Program" to promote small businesses, induce immediate cash flow and encourage small business adoption of e-commerce platforms		✓			ED	
E7c	Outdoor Gathering Permit established	✓	→			DS	
E7d	Outdoor Dining Permit established	✓	→			DS	
E7e	Temporary Outdoor Business Activities Permit	✓	→			DS	
E7f	"Get Digital" - Direct Technical Assistance to Small Business to Compete with Online Retailers ✦			X		ED	
E7g	"Restaurant Relaunch" - Technical Assistance for Adapting to Post COVID-19 Market Trends, Safety Requirements ✦			X		ED	
E7h	Small Business Assistance Grants - Grants to Businesses with 10 or Fewer Employees ✦			X	→	ED	
E7i	"Hayward Restore & Reopen Facade Program" - Grants and Loans to improve blighted storefronts, centers and corridors ✦			X	→	ED	

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<b>Grow workforce development pipelines</b>							
E8	Strengthen workforce development pipelines						
E8a	Collaborate with Hayward Unified, Eden Area ROP, Hayward Adult School, CSU East Bay, Chabot College, Life Chiropractic, the YSFB, and local nonprofits to assist in connecting their training, internship, and placement programs with local businesses		✓	→	→	ED	
E8b	Re-establish the Business Engagement Program and referral process to Alameda County Workforce Development Department					ED	
E8c	Collaborate with workforce development partners to organize, host and sponsor job fairs, manufacturing/STEM career awareness events to support a local workforce pipeline					ED	
E8d	Devise plan to maximize workforce development pipelines					ED	
E8e	Explore the concept of a business incubator with CEDC, CSUEB, Chabot College and the Chamber					ED	
<b>Strategically dispose of City property</b>							
E9	Deconstruct the former City Center building and commence discussions regarding future redevelopment of the City Center properties						
E9a	Complete deconstruction	✓				CM	DS, PW
E9b	Commence discussions on property redevelopment	✓				CM	DS
E9c	Finalize disposition & development agreement			X		CM	DS
E9d	Implement disposition & development agreement			X	→	CM	DS
E10	Facilitate disposition and development of Route 238 Corridor lands ☉						
E10a	Finalize planning on redevelopment of 6 remaining parcel groups			X	→	CM	DS
E10b	Finalize disposition & development agreements for all parcels			X	→	CM	DS
E10c	Implement disposition & development agreements for all parcels					CM	DS
<b>Invest in Plans and Programs that Create Thriving Commercial Corridors</b>							
E11	Update form-based zoning codes along Mission Boulevard to streamline new development, focus commercial development where appropriate, and create a cohesively designed corridor	✓				DS	
E12	Explore a public art program and prioritize gateway locations ✦			X	→	DS	
E13	Explore an outdoor marketplace that allows for a variety of vendors			X		CM	